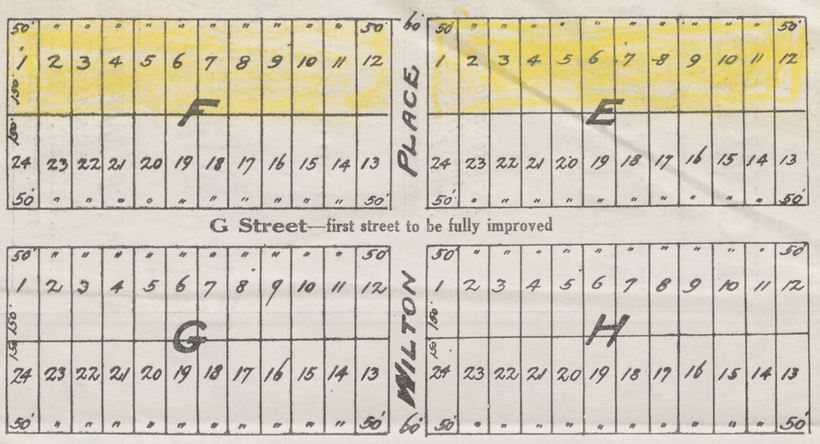
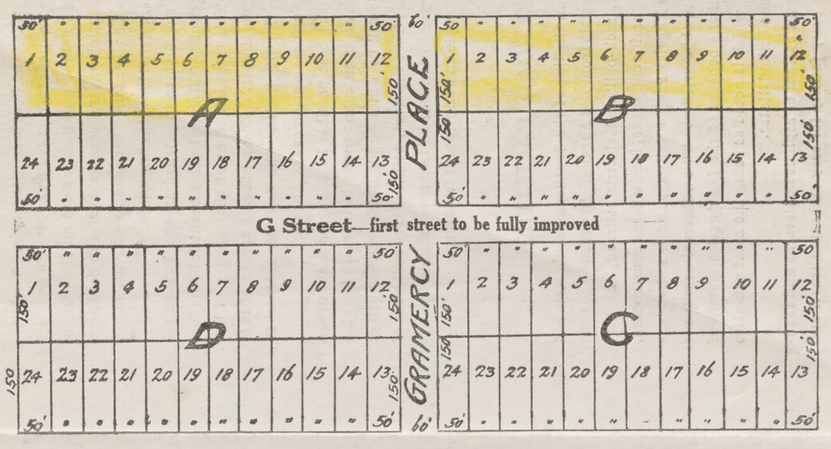
VAN NUYS

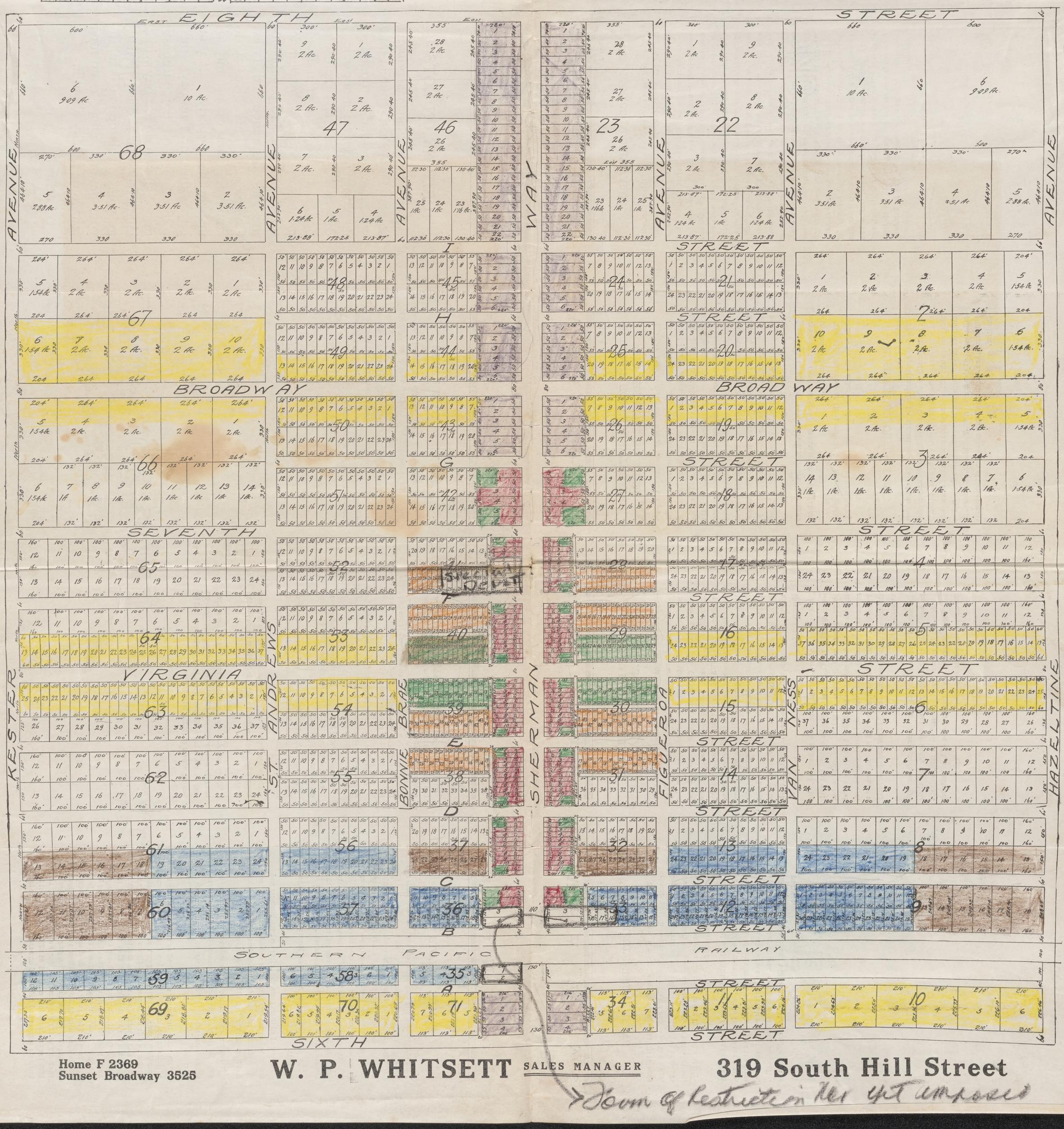
So many reservations were made in advance of public sale that it became necessary to plat the following additional lots for the accommodation of the public



Subdivision of Block 66

Subdivision of Block 3





Home F 2369
Sunset Broadway 3525

W. P. WHITSETT SALES MANAGER

319 South Hill Street

Room of restriction for lot imposed

SALE OF LOTS

We are avoiding any boom sale of lots; we are selling the lots at prices which are very conservative. There has never been a suburb of Los Angeles where the townsite was first laid out and then not a lot sold until the surrounding acreage had been practically all sold to the very best class of people, and fine homes started, and a magnificent asphalt boulevard built up to and through the town, and an electric railroad started specially for the town:—all this before a single lot was sold.

The situation is unique. Van Nuys stands in a class by itself.

In view of all these facts, the prices on both business and residence lots are very reasonable indeed, and afford rare opportunities not only for the builders of business blocks and homes, but also for the shrewd investor.

A well known authority on the subject, who had made a special study of the facts, presented the following interesting comparison in his address at our auction sale of lots:

"No place in America has had so rapid and steady an advance in real estate values as Los Angeles and her surrounding towns. Thirty-five years ago on an occasion similar to this I addressed an audience at an auction sale of lots at Santa Monica. The first lot sold for $300, and one of the Los Angeles papers of that day denounced me bitterly for deluding the purchaser into paying such an awful price for a sea-side lot. That lot would sell now for $10,000. Lots on the sand at Ocean Park that could have been bought a few years ago for $200, are now held at $5000. At Pasadena with 30,000 population and ten miles from Los Angeles, lots which went begging at the inception of that city at $30 per front foot for business corners, and $100 for residence lots now sell at $2000 per front foot for business corners and $3000 and upwards for residence lots.

"At Whittier, with 5000 people and nineteen miles from Los Angeles, business corners sell for $750 per front foot, residence lots at $1500.

"At Monrovia, with 3700 people and eighteen miles from Los Angeles, business corners are held at $400 per front foot, residence lots at from $800 to $1500.

"At Glendale, with 3000 people and eight miles from Los Angeles, business corners are $125 per front foot, residence lots at from $400 to $1000.

"At Covina, with 1800 people and twenty-two miles from Los Angeles, business corners are $200 per front foot, residence lots $450 to $1200.

"At Burbank, with 1000 people and eleven miles from Los Angeles, business lots are $30 per front foot, residence lots $250 to $500."

There has been more money made in real estate in and around Los Angeles than in any other city of its size in the world.

Where can another population so uniformly boast that the only money this great Southwest has ever lost them on real estate is the additional profit they might have had by buying sooner or selling later?

DISCOUNTS TO BUILDERS

Twenty-five per cent. discount on the sale price of the lots will be given to the builders of the first twenty-five business blocks, the same to occupy one or two twenty-five foot lots, and 25% discount will be given to the builders of the first one hundred homes in the Town of Van Nuys. At least two twenty-five foot lots, or one fifty-foot lot, must be left between buildings receiving this bonus.

OPTIONS ON LOTS

Our option plan has proven so popular with the public that we have decided to continue it. You can secure at our office, 319 S. Hill St., an exclusive option on any lot at a fixed price for five days by putting up a check for $25 payable to the Title Insurance and Trust Company. This gives you ample time and opportunity to inspect the property. If you buy within the five days, this $25 applies on the purchase price. If you do not buy within five days, the $25 is returned to you. This option is all in your favor. There is no forfeiture or penalty about it.

Headquarters
of
TOWNSITE
of
VAN NUYS

First town to be opened in the 47,000 acre Van Nuys - Lankershim lands

BOARD OF CONTROL:

Harry Chandler
O. F. Brant
H. G. Otis
M. H. Sherman
H. J. Whitley

W. P. WHITSETT
SALES MANAGER
319 S. HILL ST. Los Angeles, Calif.
Phones, Broadway 3525 Home F 2369

LOCATION

[illegible] location of this town is ideal—in one of the most [illegible] beautiful valleys of Southern California. The view [illegible] Sierra Madre mountain range from Mt. Gleason on [illegible], to "Old Baldy", and San Jacinto on the east, is [illegible] the most inspiring and comprehensive in Southern [illegible]a. The San Fernando mountains and the Santa [illegible]range complete the encircling chain.

Van Nuys is the first town opened in the Van Nuys-[illegible]him tract of 47,000 acres in this beautiful San Fer-[illegible]alley. This tract lies right at the gateway of Los [illegible] on the northwest. The southeast corner of it is [illegible]les from the City limits. The Townsite is about 15 [illegible]m the business section of Los Angeles.

[illegible]rs you the best possible location for a suburban [illegible]s well as an investment that will increase in value [illegible]dly. It will be a high-grade residential suburb of [illegible]les right from the start, with the very best class of [illegible] Every precaution will be taken to exclude from it [illegible]rable people and unpleasant features.

RAILROAD FACILITIES

[illegible]ays is on the line of the Southern Pacific Railroad [illegible]y accessible from Los Angeles. In addition to this, [illegible]-track, rock-ballasted electric railroad, the best [illegible]ey and brains can make, is now being constructed, [illegible]m Los Angeles Pacific Railway, and is to be com-[illegible] Van Nuys by April first. This will give the residents [illegible]uys all the benefits of the Los Angeles system of [illegible]ways, which is noted as being the most complete [illegible]t in the United States.

[illegible]gnificent system of asphalt boulevards and road-[illegible]viding every facility for easy and rapid travel and [illegible]ation in that way, is described elsewhere in this

$500,000 BOULEVARD

The magnificent roads and highways of this section, with its year-round out-of-doors climate, has been largely instrumental in making Los Angeles the second city in point of automobiles owned, in the United States. What more delightful relaxation for the tired business or professional man after the cares and worries of the day's business, than a forty or fifty-minute spin along paved roads and boulevards winding through the beautiful wooded canyons of the Santa Monica range, with easy grades and sweeping curves, furnishing altogether one of the most enjoyable and sensible trips to be found anywhere. He reaches home with perplexing cares entirely left behind and in the mood to enjoy life, and to thank his Creator for the many blessings with which he has been endowed. Our Company is completing a boulevard connecting with the good roads constructed by the County and the paved streets of Hollywood and Los Angeles. This boulevard is one hundred and ten feet wide, embracing a thirty-foot asphalt roadway for automobiles, a fifty-foot roadway for an electric car line and a thirty-foot asphalt roadway for ordinary traffic. The boulevard will be parked on both sides for thirty feet, and for seven feet on each side of the car line, with the choicest ornamental trees and shrubbery to be had in Southern California.

ELEGANT HOMES AND THE MEN WHO ARE BUILDING THEM

The Los Angeles Suburban Homes Company, the purchaser of the entire Van Nuys-Lakershim tract of 47,000 acres, formally opened same to the public on January 9, 1911. Most of it adjoining our town of VAN NUYS on the South between it and Los Angeles, has been sold, and the purchasers of same are already starting their improvements. Fine homes, costing in the aggregate over $150,000, will be commenced at once by Messrs. C. F. Heath, Maj. A. J. Pickrell, S. O. Houghton, Jr., H. J. Whitley, Geo. Hanna, Gen. H. G. Otis, Harry Chandler, R. V. Milner, Frank F. Flamfinger, O. J. Wigdal, W. F. Callander, Elliott Brant, W. H. Brewer and M. H. Sherman.

These are in addition to over $100,000 worth of homes already under construction by purchasers from the Suburban Homes Company.

The high standing of those men in Los Angeles speaks volumes for the character of our new town of VAN NUYS.

BUSINESS OPPORTUNITIES

The first opportunities for almost every line of business are exceptionally good for those with the necessary capital and experience. Liberal inducements will be made to desirable persons who will at once erect buildings and commence business in Van Nuys, and those interested will do well to call upon the Sales Manager, W. P. Whitsett, at 319 South Hill Street, Los Angeles, and take advantage of these opportunities.

GARDENS, FLOWERS, PLANTS AND TREES

The soil here is unsurpassed. For the past thirty-six years this immense ranch of 47,000 acres, with its fields of grain, its orchards, vineyards and gardens, has been the wonder of Southern California. In this genial soil and under these kindly skies the gardens, lawns, trees and plantings of VAN NUYS will be as charming and attractive as can be found any where, and rival the beauties of Pasadena, Redlands and the other gems of this beautiful country. They will be a delight to the eyes of the thousands daily touring over the magnificent boulevard through the heart of VAN NUYS, and doubly attractive and restful to those who are fortunate enough to have their homes amid such surroundings.

Each street and avenue will be at once planted with its own particular variety of tree: some being laid out with palms, others with peppers, camphor, and such other varieties as are best suited to producing a landscape effect at once symmetrical, harmonious, and pleasing to the eye. Following a general plan of this kind will not only create a situation of unusual scenic beauty, but will add to property values as well.

A force of competent landscape artists and gardeners will be continually in the employ of the company, and their services can be secured by either resident or non-resident purchasers of lots for any further scheme of horticultural decoration the owner may desire.

STREET IMPROVEMENTS

Sherman Way, a magnificent boulevard 110 feet wide running north and south through the center of Van Nuys, is partially constructed and will be completed at once. It consists of a thirty-foot asphalt boulevard for automobiles, a fifty-foot roadway for the electric car line and a thirty-foot asphalt boulevard for other traffic.

In addition to this, the Title Insurance & Trust Company of Los Angeles, to whom all payments for lots are made, has been authorized and directed to apply 10% of the gross receipts from the sales of town lots for street improvements, consisting of oiled streets, curbs and cement sidewalks. We believe this amount will be more than ample for the purpose.

WHT. M. 0057